

MINUTES OF THE STRATEGIC GOAL SETTING RETREAT
OF THE BOARD OF ALDERMEN
OF THE CITY OF SUNSET HILLS MISSOURI
HELD ON August 16 -17, 2021

BE IT REMEMBERED that the Board of Aldermen of the City of Sunset Hills, Missouri met for a Strategic Goal Setting Retreat in the Robert C. Jones Auditorium at City Hall, 3939 S. Lindbergh Boulevard and via Zoom on Monday August 16, 2021 and Tuesday August 17, 2021.
The meeting convened at 4:36 p.m.

Mayor Fribis opened the meeting on August 16th with the reciting of the Pledge of Allegiance.

Present: Mayor Fribis, Alderman McMunn, Alderman Stewart, Alderman Lieber, Alderman Wong, Alderman Epperson, Alderman Price, Alderman Daues, City Administrator Brittany Gillett, City Engineer Bryson Baker, Facilitator Julianne Stone

Mayor Fribis gave a brief introduction to the Goal Setting Session.

City Administrator Brittany Gillett gave a brief overview of topics to be discussed including: transparency, resident survey, beautification projects, employee raises and how they are handled, City Hall remodel, meeting schedules, and economic development.

Facilitator Julie Stone shared the importance of meetings like this and discussed consensus building amongst the Board to work towards solutions for the good of the City.

The Board of Aldermen and Mayor introduced themselves and shared what inspired them to run for office.

Alderman Friedmann joined the meeting at 5:41 pm.

Group broke for dinner.

Dr. Terry Jones gave a presentation titled: Keys to Success in Local Government Leadership; spoke to the four markets of municipalities and posed a question to the Board on how they are competing, and if they wanted to compete within: Real Estate, Luxury Apartments, Retail Niche, and Office/Commercial use.

The Board discussed becoming a regional player in the area and the struggles that may involve; communication from the City was discussed and the best way to disseminate that information; social media was discussed.

Julie Stone discussed the future of our City with large retailers and noted that the Board would need to make a decision on becoming a regional player within the St. Louis region. Dr. Jones made a process suggestion: find a point where you direct staff to study the issues and come back with solutions, rather than directing staff on how to fix the issue. Understanding the problem is the important piece in order to find the best solution.

Conversation ensued regarding the information given to the Board and how to make information more available and accessible. The Board discussed the best and more effective way to communicate with Staff.

The Board discussed their role in the City and what that looks like to each of them; the Board discussed setting up monthly work sessions in conjunction with the Board of Aldermen meetings. Roles included maintaining a 30,000 foot view and also a 1,000 foot view. The Board discussed finding a happy medium and focusing on a comprehensive plan; discussed protecting and representing the residents; reading and understanding what is being voted on. Discussed role as a resident with an opportunity to vote.

Julie discussed the SWOT of the community focusing on our weaknesses and threats: re-election impacting decision-making; consensus to move forward, spending too much time debating; concerns about being difficult for businesses to get anything done; focus on turnaround time; perception that the City is anti-business.

Opportunities within our community were discussed; the Board discussed: ensuring the City remains good to do business with and streamlining processes; residential housing and the variables of the market to include apartments and luxury villas; aging in place; sense of community and social options with mixed use developments; protecting existing residential developments and creating a separation of use; Bander property.

The Board broke for the day at 8:12pm

The meeting reconvened at 4:35 pm on August 17th; Susanna Messmer and Alderman Daues joined the meeting, Alderman Wong left the meeting.

Julie Stone gave an introduction to the second night of the meeting, explaining the definition of a Strategic Goal Setting. Ms. Stone went over the survey that was sent to the Board which was intended to build the agenda.

Brittany Gillett gave examples of a new budget format and asked for feedback from the Board of Aldermen; the Aldermen asked for clarification on certain pieces and requested additional graphs and charts so that the residents are better able to understand the budget as a whole. Overall, consensus was given to continue reformatting the budget as shown, with an emphasis on charts and graphs.

The Board took a break for dinner.

Jim Hetlage with Lashly & Baer gave a presentation on the Sunshine Law and how it pertains to meetings, e-mails, text messages, and closed sessions. Mr. Hetlage entertained questions and gave clarification as requested.

Brittany Gillett asked if the Board would be comfortable with revisiting the Board's priorities as it pertains to the budget via a survey monkey e-mail. Staff would then be able to prioritize funds keeping the Board's objectives in mind. The Board gave consensus to move forward with that idea.

Bryson Baker gave an overview of the Unified Development Code (UDO) and what to expect in the future. Questions were posed regarding specific details; the Board was reminded that they will have a work session in the near future, in advance of a First Reading.

Julianne Stone closed out the meeting by asking the Aldermen and the City Administrator to participate in activities which pushed them to consider their goals and objective for the future of Sunset Hills.

Alderman Price made the motion to adjourn at 8:20 pm. Alderman Stewart seconded the motion and it was unanimously passed.

Brittany Gillett
City Administrator